

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

AP Tourism - Tourism Promotion – Designing, Printing and Supplying promotional materials for the World Tourism Day Celebrations and Vijayawada Shopping Festival – Release of an amount of Rs.15,98,096/- (Rupees Fifteen Lakhs Ninety Eight Thousand and Ninety Six Only) – Sanction - Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.RT.No. 628

Dated: 13-10-2014

Read the following:

1. Government Letter No. 41/PMU/PRO/2014 of YAT&C (PMU) Department, Dated:23-09-2014.
2. Bill.No.PROD-0141, from M/s. Livewires Advertising Private Limited, Hyderabad. Dt.01-10-2014.

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**ORDER:**

In the letter 1st read above, Government has issued the work order to M/s. Livewires Advertising Private Limited, Hyderabad towards Designing, Printing and Supplying of various promotional materials like 500 no.s of posters; Backdrops; 1000 no.s of tourism bags; printing and erection of 20 no.s of temporary hoardings at Vijayawada; 140 no.s of banners and flexes on World Tourism Day and Vijawada Shopping Festival to be distributed to all the Districts of the State; 100 No.s of Metal Badges; 160 no.s of ID Cards with pouch and tags at total cost not exceeding 14,93,770/- (Rupees Fourteen Lakhs Ninety Three Thousand and Seventy Seven Only) including taxes.

2. Further, as per the oral instruction of the Special Chief Secretary (Tourism), additional 1 No.s of big and 1 no.s of small arch at the venue of Vijayawada Shopping Festival was also orders to be designed, developed, printed and erected by the agency.

3. In the reference 2<sup>nd</sup> read above upon Designing, Printing and Supplying of various promotional materials as detailed in para 1 read above, M/s. Livewires Advertising Private Limited, Hyderabad has submitted a bill for an amount of Rs.15,98,096/- (Rupees Fifteen Lakhs Ninety Eight Thousand and Ninety Six Only) including taxes which also included the additional item of erection of 1 no of big and 1 no. of small arch at the venue of Vijayawada Shopping Festival and requested Government to release payment.

4. Government, after careful examination of the matter hereby release an amount of Rs.15,98,096/- (Rupees Fifteen Lakhs Ninety Eight Thousand and Ninety Six Only) including taxes to M/s. Livewires Advertising Private Limited, Hyderabad towards Designing, Printing and Supplying of various promotional materials as detailed in para 1 read above.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan, SH (20)-PMU Promotion of Tourism / Events, 500 - Other Charges, 503 – Other expenditure”.

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Livewires Advertising Private Limited, Hyderabad through on line. The details of Bank account is as follows:-

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066
PAN No.	:	AAACL2455K

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

M/s. Livewires Advertising Private Limited, Hyderabad  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**